



FOX BROADCASTING COMPANY
A UNIT OF FOX INC.

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June 30, 1993

EX PARTE OR LATE FILED

Preston Padden

Senior Vice President

Affiliates

The Honorable James H. Quello
Acting Chairman
Federal Communications Commission
1919 M Street, NW - Room 802
Washington, DC 20554

RECEIVED

JUN 30 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Re: Children's Television, MM Docket No. 93-48

Dear Chairman Quello:

In our comments filed in the above reference proceeding, Fox described its extensive and award winning series of children's interstitials. These announcements deal with topics such as gender equality, racial understanding, self-esteem, empathy, safety and the danger of firearms.

Recently, our research and marketing group undertook to quantify the number of children actually viewing our pro-social interstitial announcements. Using Nielsen data, we tracked the exact minute-by-minute ratings for each of the 20 Saturday morning interstitials that aired during the May '93 sweep. The results of this analysis were both startling and impressive.

During the May sweeps our pro-social messages were actually viewed by one out of every three children in the United States -- a total of 12.2 million kids age 2-11. An additional 4.9 million teens also viewed our programming. On average, each of our young viewers was exposed to 3.3 of our interstitial messages during the May sweeps -- a very effective viewing frequency.

We hope this information will be of assistance to the Commission as it continues to review the state of children's television.

Very truly yours,

Preston R. Padden

cc: The Honorable Andrew C. Barrett
The Honorable Ervin S. Duggan
Roy J. Stewart, Esq.
Barbara A. Kreisman, Esq.
MM Docket No. 93-48

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